

# Driving affiliate revenue with dynamic attribution

SingleView + Tyres On The Drive

## The challenge

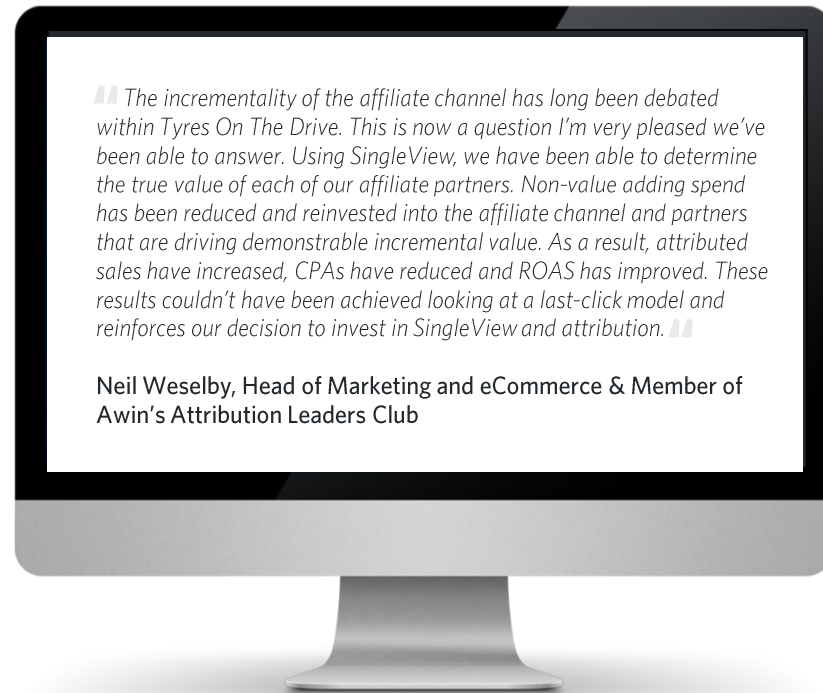
“Do we need an affiliate programme? Would we have got the sales anyway?” These were the questions that Tyres On The Drive asked themselves every month when crunching the numbers from their affiliate campaign. Using a retrospective attribution model to evaluate their affiliate performance, the business was struggling to understand how incremental their sales were.

They set themselves a dual challenge: 1) To **understand the true value of each affiliate using data-driven, real-time attribution** and 2) **move away from lower performing affiliates**, shifting budget to more valuable partners.

## The solution

Tyres On The Drive deployed R.O.EYE's SingleView platform that attributes revenue to affiliates based on what role they were performing in the purchase path. SingleView marked up and down the attributed value for each partner, which enabled them to be ranked by profitability.

All Tyres On The Drive then had to do was prioritise those who were delivering the highest value for the business.



## The results

Following the partnership between Tyres On The Drive and SingleView, by focusing on more-valuable publishers, monthly attributed revenue increased from £120k to £141k. Additionally, incremental revenue increased by 41%, commissions dropped by 17% with the removal of underperforming affiliates, and with an increased investment in the right type of partner, ROAS has increased by 42%.

Furthermore, by looking beyond last-click CPA attribution, an additional £20k was shown to be driven by the affiliate channel, and this continues to increase each month.

**+18%**

attributed revenue

**+41%**

incremental value

**+42%**

ROAS

**£25k**

additional revenue shown to be driven via affiliate channel